



## Growth Labs

*Help to commercialise internal projects*

*With deep industry knowledge, corporates are great at generating ideas. However, their ability to execute, scale and commercialise those ideas away from their core products is encumbered by a lack of resources, and laser focused business cases.*

With the increasing pressure to stay competitive and acquire new markets, **Growth Labs** allow corporates to remove the barriers between ideation, product development and commercial outcomes by using a proven process to create business cases for investment.

More than just an 'intrapreneurship' program, Growth Labs allow corporates to further validate, build and scale internal ideas (often semi developed) through a robust framework that will firstly identify and select the best projects, through to funding recommendations and execution.

### Who is this for?

Typically, Growth Labs are commissioned by corporates who have internal capability but need support to select and build projects for commercialisation. They may have an existing internal innovation team working on ideas but need assistance to upskill and accelerate delivery outcomes and prepare business cases for long term investment.



### Outcomes and Benefits

-  Data driven business cases to provide confidence for executives to determine which projects to support and further execute
-  Proven project/idea alignment and validation
-  Rapidly kill or implement scaling products and services
-  Reusable IP around building, developing and executing a Startup from within
-  Develop and support the internal innovation team's execution skills
-  Further develop ideas away from the environment of daily business and the core offerings
-  Create metrics to track success and failure
-  Foster an internal culture of innovation, collaboration and agility
-  Retention of the best and brightest talent
-  Improves business efficiency